

Chairman William E. Kennard
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Wash., D.C. 20554

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Feb. 15, 1999 ^{MMO}

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear Mr. Kennard,

I xeroxed recent letter I sent to Mr. Joel Klein,
of anti-Trust Division, at Justice Dept on summary of
The excellent book entitled, The Media Monopoly, by Ben
Bagdikian, 1997, (5th Edition)

In it, he discusses ownership in Broadcasting
and I read recent article on Stevie Wonder
on Testifying in recent Hearings on This matter.

Stevie Wonder is correct on ^{Not} now allowing The
Giant Media owners to consolidate more and
buying up the small owners like Mr. Wonder.

In order To understand The Macro-sit-
uation of The growing dominant Media, read
My letter very carefully as it explains This
illuminating illusion that these Giant Media
owners face stiff competition.

No. of Copies rec'd 2
List ABCDE

We must not allow These restricting of
These rules to lapse but I support



these owner divisteres of Their holdings. ②

These Large Media Corp owners only want to get Larger and Larger and control more and more as monopolies grow worse and the small minority owners are not protected from These predators or. I call Them Those Dark Crews of Financial Pirates and Their practice of Blatant Lies of competition.

This is generally exaggerated, if Taken at face value, and These giant hide campaign of deception to throw the people off The scent of what was really Taking place with These Media Money Moguls, because more and more is different Types of Media (Like, T.V, radio, magazines, books, satellite, VCR, video-cassettes), are falling into fewer, fewer hands in ownership, and these same owners are getting more and more into cross-ownership as they expand.

I would support Stevie Wonder as correct and not to remove restrictions as unwise to the spirit of anti-Trust Laws.

Steve Perez
4768 Sterling Way
Carpinteria, California
93013

Best Wishes,
Steve Perez

Chairman William E. Kennard
F.C.C.
445 12th St., SW
Wash., D.C. 20554

Feb. 16, 1977

Dear Mr. Kennard,

I Feel it is very important to expand further on the book "Media Monopoly", and try to explain in compelling evidence of these fast emerging trends of the last 35 years. I hope you have read Mr. Bagdikian's book by now, one cannot see compelling evidence if one has not read his book. Ask Ralph Nader.

There is a reason it is now 5th Edition because many concerned Americans are angry at Major Media being biased.

I want to start-off by Quoting former President John F. Kennedy in a speech he made at Columbia University in February, 1962, "We seek the Free Flow of Information.. a Nation that is Afraid to let the people judge the Truth and Falsehood in an open Media Market is a Nation afraid of its people.

One should be aware of the many different Types of Media in America.

- ① News ② Magazines ③ Radio ④ T.V. ⑤ Books
- ⑥ Motion Pictures ⑦ Cable Systems ⑧ Satellite

channels ⑨ Recordings ⑩ Video Cassettes ⑪ chain ⑫ of Movie theatres.

Growing Media Empires now have more means to reach their audiences named "Unified Systems".

They are: ① Printed Press ② T.V. Transmitted from space ③ Portable devices Like recordings + videocassettes.

U.S. has impressive array of mass communications. There are 1,600 daily newspapers, 11,000 Magazines, 9,000 radio + T.V. stations, 2,500 Book Publishers, 1 movie studios, If each operated by different owners there would be 25,000 individual media voices.

But there are not 25,000 owners. Today there are about 15 Media Giantism Corp. own most of revenue output (50-60%) of daily newspapers and most of sales and audience in Magazines, Broadcasting, Books and movies. This was compared to 50 back in 1983 and 80 in 1973.

It was in 1965-1998 period, That U.S. mass media, especially newspapers, came under maximum control of National and Multinational Corp.

At End of WW II, 80% of Daily newspapers in U.S. were independent owned, but by 1990, 80% owned by new Media Giantism.

There are 10 dominant Media Co. That have $\frac{1}{2}$ or more of daily newspaper business

(7 years Ago 20), 3 in Magazines (Time Warner, News-Corp, Hearst) (7 years ago 20), 4 in T.V. (7 years Ago 3), 6 in book Publishing (Paramount, Harcourt Brace Jovanovich, Time Warner, Bertelsmann, A.G., Reader's Digest, and Newhouse). ③

Some Media Giantism Corp. dominate in more than 1 medium. i.e., Newhouse + Thompson are dominant in Newspapers, Magazines, books; Paramount Comm. (untill 89' Gulf + Western) in Books + Motion Pictures; Time Warner in magazines, books, movies; Rupert Murdoch's News Corp in Newspapers, Magazines, movies, satellite.

Let's discuss Another Train of Thought.

The Emerging Media Giants are increasingly buying up Worldwide copyrights of earlier Information and popular culture.

Media Co's doing more than expanding their instruments (unified systems) that issue news, info., and entertainment.

They and their subsidiaries are also Gathering up World copyrights Like Archives of News, magazines, books, T.V., Film Libraries, and musical compositions of Past Work in all These Fields

i.e., After Sony Corp. bought CBS records, it also purchased a company that had exclusive rights to 35,000 songs.

Rupert Murdoch's News-Corp says that now is his basic worldwide strategy of criminal Acquisition and Takeovers. (4)

CNN owner Ted Turner recently (April, 1998) criticized Murdoch's at 1998 Pro Baseball owners meeting, as "Using Hitler Like Tactics in growing Acquisition of other companys.

Conrad Black (Canada's Media Tycoon) said of Murdoch's News-Corp domain: "This is a huge and potentially dangerous concentration of Media Power".

To Growing Media Corp. "Market" is The world and They aim for Market share and product is News, info., and any other popular culture They can acquire. But once 1 or a few dominate Their field wether Detergents or News, they have wide Latitude in setting prices, and Finally altering the product without Fear of competition.

This mindset is no different From America's 1st billionaire Tycoon, John D. Rockefeller who said "Competition is a sin". We see same chilling effects.

Unfortunately, were seeing the rapid rise of new international Media Corp. that resemble Tactics, and scale of John D. Rockefeller, but on Global scale. IF we permit This trend To continue

(Justice Dept.).

Media Field has become an Arena open only to the Giants. shame on us.

Let's Discuss Another Train of Thought. Most of these same Giant Media Corp. aim for maximum Synergism. This is a popular word in Corporate world.

In mass Media, it describes how 1 medium (T.V.) can be used to promote the same idea, product, celebrity, or politician in Another medium (magazines), both owned by same Corporation. This should be conflict of interests by interlocking Board of Directors.

Synergy calls for Material from 1 kind of a Firm's owned Media, such as magazines, to be reused in Altered form in its other owned media, like books and T.V. series.

By possessing both the media product, like motion picture, and retail outlet thru which it reaches public (chain of movie theatres) whatever the firm produces has a "Captive Audience".

We'll use Rupert Murdoch's News-Corp as an example of synergism.

In this chilling scenario, to reduce range of Diversity and independent range of Thought we see aim of Giant Media's Acquisitions or Takeovers.

In Their fondest scenario a Magazine (Murdoch ^⑥ now 2nd Largest magazine publisher in U.S. (T.V. guide) owned by the Company (News-Corp) selects or commissions an article that is suitable for Later Transformation into T.V. series (Murdoch now controls Fox Broadcasting network); Then it becomes a screenplay for a movie studio owned by the company (Murdoch owns 20th Century Fox studios), with the movie sound track sung by a vocalist made popular by Feature Articles in Company owned magazines and by constant playing of the sound track by Co.-owned radio stations, after which the songs become popular on a record label owned by the same company and so on.... with reruns on Company cable systems (Murdoch has Largest satellite system in Europe), and Rentals of it's video cassette all over the World (Murdoch part owner of CBS ^{FOX} ~~net~~ video, and World's Largest Distributor of Video cassettes).

Rupert Murdoch's gravitational field is expanding and anyone within that range can be captured by his media cartel of joint control and Few Americans realize how the Priests of Media Power are continuing centralized Media Power in hands of Few.

⑦
Murdoch News Corp. and other growing media corp. can grant name recognition and celebrity status to the artists, writers, singers, actors, politicians, whose work they approve of and have under contract or to politicians and politics they favor in New World Order.

Murdoch has not hesitated to use his media empire to support politicians he likes.

Recently British prime minister Tony Blair got elected (1997) because suddenly he came out of nowhere and received favorable media treatment because he conforms to Global Elite Politics Agenda (New World Order) of Rupert Murdoch and the others.

Let's discuss another Train of Thought.

The greater the dominance of a few media firms the more Uniformity (means everything similar) in what each of them produces.

The 4 major T.V. networks (ABC, CBS, NBC, CNN) in U.S. are example of corp. that produce extraordinary similar news, info, entertainment.

There is added loss in diversity for this media desire for Synergism.

I'll quote 2 famous celebrities who are proof of this Train of Thought. In 1982, i.e., 2 highly popular T.V. personalities,

Walter Cronkite and Ed Asner (Lou Grant show) ⑧
had their programs cancelled after each had made
Liberal public speeches that criticized an Aspect of
U.S Foreign Policy (or New World Order).

Cronkite said, "He did not think the reason
given by the Networks was accurate".

In Both cases, the network cancelled the shows
allegedly for low ratings, but it did not cancel other
shows with Low ratings.

These growing Media Corp Giants can, if They
wish, use This collective joint Control of Their news-
papers, Broadcast stations, Magazines, books, movies, to
promote Their own Corp values to Exclusion of others
(Cronkite, Ed Asner Proof)

We can't discuss every Giant Media Corp. but
Let's discuss or (review Rupert Murdoch's NewsCorp.)
as it has the Greatest geographical reach....

Rupert Murdoch owns newspapers, magazines, and
T.V. networks that are estimated to have a poten-
tial audience of 3 billion people.

(Murdoch) owns:

- ① Controls more Newspaper circulation around world,
 $\frac{2}{3}$ in Australia, $\frac{1}{2}$ in New Zealand, $\frac{1}{3}$ in Britain (92' Figures)
- ② He owns 7% of Reuters News Service, Financial
Times, Economist, Viking + Penguin books.

- ③ ~~2nd~~ Largest Magazine Publisher (T.V. guide) in U.S. ⑨
- ④ has Largest satellite T.V. system in Europe (Next will buy into U.S.)
- ⑤ Controls Fox broadcasting Network, and 20th Century Fox movie studios.
- ⑥ Part owner of CBS Fox Video.
- ⑦ World's Largest Distributor of Cassettes.
- ⑧ Made a bid for parts of The Vast Berlusconi Empire in Italy.
- ⑨ In 1998 bought L.A. Dodgers for \$311 Million; Also in 1998 has made a bid to buy Europe's most profitable soccer Franchise Team, Manchester, for \$1 billion.

The deterioration in Quality, after Takeovers by Murdoch in Newspapers, Magazines, T.V., books, and movies, descending, Almost without exception, to ever more glorifying violence and sex, is now Legendary.

IF small Media Firms should grow Large enough to be threat (Remember John D. Rockefeller's Famous Quote, "Competition is a sin") it is easy and common practice of Media Giants to use Their economic power to buy-up the new voices or under-cut them economically. This is Troubling precedent and worthy of scrutiny!

(10)

Almost Every Giant Firm Lost to capture added Technique of Market Control, because they realize that power is jointly protected.

Anyone within Murdoch's News Corp. range can be turned into a structured vehicle for News Corp.

They then can twist reality into whatever form they choose, because the modern media owners (15) are gathering pace as a joint entity group instead of a mass of individuals (remember 25,000 individual media owners), and we see emerge like chilling predators these new Priests of Power.

Wealth and Power are most easily defended when they are possessed jointly and new owners are stepping (stealth) into creating this structure of centralized power in fewer and fewer hands.

Thus this pattern is repeated with degree with other large media corp., as clones of their own attitudes of corporate values (look at CBS, NBC, ABC, and CNN as producing extraordinary similar news, info., and entertainment). This is worthy of scrutiny.

Finally, I want to conclude by saying we must make that Big Mental Leap in understanding this continuing chilling effects scenario that reminds informed Americans of George Orwell's

Truthful book entitled, 1984 (written in 1949), on Big Brother, intruder into privacy and one Media Giant state in society. (We now have World Bank, World Trade Organization). ⑪

This Trend is Quickening that started in 1965 and has gathered pace and has potential for creating Fire-storm for Global Manipulation on whatever issue they choose.

Read Those George Orwell words on Newspeak and the language of the Future because those who control the present can ~~un~~rewrite the past as if it never happened or Alter the past history. Why is it those Giant Media Companies are buying up Worldwide copyrights of Earlier Information and popular culture. Read Orwell's Articles and The new Language of Newspeak.

We all know the Internet was born in 1993 and now 6 years old but what I'm concerned about is the ability to Address Major Problems Like Ozone layer, Nuclear Weapons + storage, growing violence b/w World's rich and poor, water contamination and soil, oceans warming, ice-caps melting, UFO's, World drugs, weapons proliferation, and see on T.V more consistent alternative information and not the mainstream Media's consistent "managed news", that is, they tell us what they want and we never hear the whole story because

It is being censored or blackout. This is criminal ⑫
and unacceptable. Yet we seem to allow Murdoch's empire
grow in his criminal Acquisitions and Bully Takeovers
as Ted Turner described as using "Hitler Like Tactics".

Many Americans are wondering if The same Fox
guarding the Hen house Too. Is Dept. of Justice being
used to guard the interests of new international Elite
as they gather steam to influence current events.

Americans want more serious scrutiny of This incre-
ased degree of concentration in Media Field, as undue
and dangerous precedent.

We must not let them overwhelm us and
Remember President John F. Kennedy's Quote, "We
must seek Free Flow of information in an open
media Market, and let We the people judge those
Truths and Falsehoods in a democracy..

Sincerely Yours,

Steve Perez

Steve Perez
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93013

Wednesday, MARCH 4, 1998

National Perspective

Murdoch China Dealings Spell Trouble

JIM MANN

INTERNATIONAL OUTLOOK

WASHINGTON—If Rupert Murdoch runs the Los Angeles Dodgers or the Fox Network with the same excessive solicitude for the Chinese leadership that he displays in his book-publishing ventures, here is what we can expect this season:

The shortstop job would go to one of Chinese President Jiang Zemin's sons. The Dodgers would release Ramon Martinez, Wilton Guerrero and Raul Mondesi because they come from a country (the Dominican Republic) that has diplomatic relations with Taiwan instead of China.

And Fox's "Melrose Place" would be scrapped, too, because its values, presumably at least, are not those of China's rulers.

Absurd? Of course. Yet this is how Murdoch seems to run the book publisher HarperCollins—and, for that matter, some of the other media ventures of his company, News Corp.

Last week, it was disclosed that HarperCollins was dropping plans to publish a book by Chris Patten, the last British governor of Hong Kong, on grounds that Patten is too critical of China.

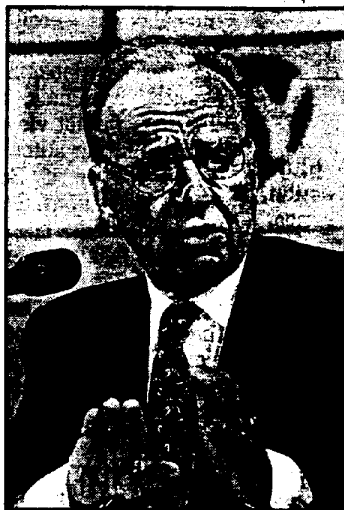
As governor in the five years before Britain returned Hong Kong to China last July, Patten pressed hard for democratic reforms. In the process, he infuriated Beijing leaders, who claimed that Britain was belatedly seeking political changes it had not bothered to introduce during the century and a half in which it ran the colony.

"Rupert Murdoch did not agree with many of Patten's positions in Hong Kong," News Corp. explained in a statement.

The HarperCollins editor assigned to Patten's book quit in protest, and said he had been asked to lie about the reasons for the cancellation. Patten's manuscript will be published instead by Times Books.

This is not the first time Murdoch has run his publishing and broadcasting ventures in ways designed to please Beijing. Four years ago, News Corp. dropped the BBC news service from Star TV, the Hong Kong satellite service, after Chinese complaints about programming. Moreover, while Deng Xiaoping was in his final years as China's top leader, HarperCollins published a glowing biography of him written by his daughter, Deng Rong.

Murdoch's international operations are so large that what he does is, by itself, worthy of scrutiny. But the issues raised by the treatment of Patten also extend well beyond



Photos by Associated Press

The company owned by Rupert Murdoch, left, will not be publishing a book by the last British governor of Hong Kong, Chris Patten, right, who has been critical of China.

Murdoch or HarperCollins. They are, in fact, of extraordinary importance to Los Angeles as the center of the world's entertainment industry.

Over the last couple of years, there have been warnings from Beijing that the release of movies critical of the Chinese regime could damage the efforts of companies like the Walt Disney Corp. to expand into China. If Hollywood were to follow Murdoch's example, some kinds of movies simply wouldn't be made.

The underlying question here is to what extent business decisions should be linked to political or ideological issues in the transactions between China and the rest of the world. At the moment, China seems to be trying to have it both ways—and Western business executives, remarkably, seem to be going along.

Whenever there is a debate about China's access to the American market, such as the annual controversy over China's trade privileges in this country, Beijing and its supporters in the U.S. business community argue that trade ought to be kept entirely separate from political issues or conditions. Don't link commerce with issues like human rights or democracy, they say.

At the same time, however, China tries to impose political conditions on access to its own market. It warns that those who publish books or make movies critical of the Chinese regime will hurt their chances of doing business in China.

"The Chinese, when it is to their advantage to do so, tell people not to mingle business and politics," observes Robert Kapp, president of the U.S.-China Business Council.

And yet, Kapp notes, Chinese officials also

use business contracts for political aims—such as, for example, the occasion when Premier Li Peng made it clear that China was buying European Airbus instead of Boeings because of its unhappiness with the Clinton administration's sponsorship of a United Nations resolution condemning China's human rights policies.

The great irony of the Patten-Murdoch affair is that it is so unnecessary. Patten was last seen in public during his tearful farewell at the Hong Kong boat pier July 1.

Visit Hong Kong today, and you will find that the days when Britain ruled the place seem almost as remote and forgotten as the Middle Ages. The British presence is hard to find. Patten, who retired to France to write his book, is hardly in a position to threaten the existing order in Hong Kong.

Still, Murdoch apparently concluded it would be prudent for the future of his business ventures in China to refuse to publish Patten's book.

What can be done to stop this sort of political pressure? One approach would be for American film and publishing executives to agree among themselves that, unlike Murdoch, they will not adjust their books and movies to please political leaders, in China or in any other country.

Kapp says there is no evidence American companies "just roll over on the ground and put their feet up in the air" when subjected to political pressure from China. Perhaps not. But the handling of Patten's book is, to say the least, a troubling precedent.

Jim Mann's column appears in this space every Wednesday.

ones who control that market. With detergents and lowered choice. With the media it means public news, information, ideas, and popular

half-or-more-of-the-business varies by medium. This book has used average daily circulation for all issued daily and their circulation is carefully independent agency. (If gross revenues per company newspaper companies, the dominance of the top is even more highly concentrated than if listed but since accurate figures for the revenue for is seldom available, circulation has been used.) Other hand, are issued at different intervals, from so varying circulations are not comparable as annual revenues, the standard of that industry. Television dominance is measured by audience survey by rating agencies; initial possession so used for television and radio. Book and tions are measured by annual revenues. Only enues of a particular medium involved are of the parent firm, which may be in other enterprises. Many of the firms listed below in other media, but unless they are part of a more of one medium, they are not listed as

er-mounting levels of media conglomeration t more complicated to determine how much ge corporation (or its bank and investment mbination of properties. The large magazine its sale in 1988, was 70 percent owned by mpany. It was once owned by CBS, which s, including defense. Recently, Diamandis rge French publishing firm, Hachette, whose of the largest defense contractor in France. main private (Hearst, Newhouse, Reader's out legal need to make public financial t share comes from educated guesses by l Street and by general knowledge of their

audited circulation and advertising pages. Other firms, like Rupert Murdoch's News Corp. Ltd., have complex mixtures of private subsidiaries that operate in a number of different nations. More and more the dominant firms exchange properties to fill out their particular domination patterns or cooperate on mutually beneficial ventures. They have participated in the 1980s phenomenon of the creation of ambiguous forms of debt—junk bonds, preferred stocks treated as bonds, and other new forms of Wall Street paper.

The highest levels of world finance have become intertwined with the highest levels of mass media ownership, with the result of tighter control over the systems on which most of the public depends for its news and information.

Narrow control has advanced rapidly. In 1981, forty-six corporations controlled most of the business in daily newspapers, magazines, television, books, and motion pictures. Today, these media generate even larger amounts of money, but the number of giants that get most of the business has shrunk from forty-six to twenty-three.

The dominant twenty-three corporations are:

1. Bertelsmann, A.G. (books)
2. Capital Cities/ABC (newspapers, broadcasting)
3. Cox Communications (newspapers)
4. CBS (broadcasting)
5. Buena Vista Films (Disney; motion pictures)
6. Dow Jones (newspapers)
7. Gannett (newspapers)
8. General Electric (television)
9. Paramount Communications (books, motion pictures)
10. Harcourt Brace Jovanovich (books)
11. Hearst (newspapers, magazines)
12. Ingersoll (newspapers)
13. International Thomson (newspapers)
14. Knight Ridder (newspapers)
15. Media News Group (Singleton; newspapers)
16. Newhouse (newspapers, books)
17. News Corporation Ltd. (Murdoch; newspapers, magazines, motion pictures)